For Immediate Release

Telex/EV Welcomes Addition of New EV Exclusive Brazilian Distributor Pride Music

Telex/EV Strengthens International Sales and Distribution with Sao Paulo Based Pride Music

Burnsville, MN (April 1, 2002): Telex Communications, Inc. is proud to announce the addition of Brazilian distributor Pride Music (www.pridemusic.com.br) to their organization of international distributors of Telex/EV professional audio products. Based in Sao Paulo, Pride Music was established in 1990 by principals Mauro Martins and Lucio Grossmann in the wake of the opening of the Brazilian economy to imported goods. The internal organization is highly efficient, with a total of fifty-eight employees in sales, marketing, technical assistance, administrative support, and computing who support over 250 dealers throughout Brazil.

Applauded by peers in the professional audio industry in Brazil, Pride Music has become renowned as “the” reliable source for professional audio products, service and information. Pride Music has committed itself to maintaining its position as the leading Brazilian distributor of professional audio and music industry products by differentiating from the competition through the quality of brands offered and level of commitment to service through logistical and technical support offered. Telex would like to formally welcome Pride Music to its international sales and distribution organization.

"I am very excited to be working with Pride Music. With this strategic alliance the Brazilian Pro Audio market can again have access to the legendary sound of US Made Electro Voice products. There are a host of innovative EV products and application solutions that now will be available to the Brazilian market" says Jose A. Rivas – EV Sales Director for Latin America.

Telex/EV Latin America and Brazilian distributor, Pride Music, can be reached at the following:

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José A. Rivas – Pro Audio Sales Director - Latin America

Pride Music
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Lucio Grossmann - Director
Mauro Martins - Director

Telex Communications, Inc., is a leader in the design, manufacture and marketing of sophisticated audio, wireless, multimedia, broadcast and communications equipment for commercial, professional and industrial customers. Telex Communications markets its products in more than 80 countries under the brands EV®, Telex®, RTS , AudioCom™, RadioCom™, Dynacord®, Midas®, Klark Teknik®, University Sound® and others.